

Brenda Wisneski, Zoning Administrator  
City of Newport Beach  
3300 Newport Blvd  
Newport Beach CA 92663

RE: Coast Business Center Sign Program 2121 E Coast Hwy (PA2012-010)

Dear Ms. Wisneski,

Thank you for the opportunity to comment on the application for Modification Permit No. MD2012-004 and Comprehensive Sign Program No. CS2007-002 (PA2012-010). I am opposed to approval for the following reasons:

1. According to code, the applicant is allowed one sign on E Coast Hwy and one sign on Avocado Ave. The applicant has **substantially exceeded limits** already.
2. According to code, the applicant is allowed a 75 sq ft sign on the primary frontage and a 37.5 sq ft sign on the secondary frontage. I have been told the applicant has, or will have, 320 sq ft of signage on E Coast Hwy and 120 sq ft of signage on Avocado Ave. This is **four times the allowable signage** specified by code.
3. Additional approvals would amount to an **excessive proliferation of signage** and would devalue the current tenant signs by adding clutter. Additional signs would devalue neighboring commercial property owner signs by adding clutter.
4. Adding signs **does not assist in way finding**. There is only one large white office building at the corner of E Coast Hwy and Avocado Ave. Visitors do not enter suites at the sign locations. Visitors enter through common lobbies.
5. Adding signs **does not preserve community appearance**. The property is adjacent to residential properties and any increase in intensity of advertising, especially lighted signs, may negatively affect the wellbeing of residential neighbors and decrease their property values. The same is true for nearby commercial properties where signage is kept under control, such as Corona del Mar Plaza and Newport Center.
6. The property is located across the highway from some of the premier commercial properties in Newport Beach, Orange County and the nation. There is **no need to revitalize** the area with signage.

These are some of my initial concerns. I am looking forward to providing you with additional and more specific comments at the hearing on Wednesday.

Sincerely,

Dan Purcell  
Ocean Blvd  
Corona del Mar